

DESIGN THINKING - A STRATEGY FOR INNOVATION AND CREATIVITY

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Abstract—In recent years, design thinking has gained an augmented attention particularly from the top executives around the universe. Innovation and creativity are the key words in design thinking. Design thinking is an approach which is becoming very prevalent and widely used by designers to solve multifaceted issues and it is extremely solution and action oriented. This paper will throw light on a) How 'Design thinking' will help in the future work of an organization? b) How it is related to Innovation and Creativity? c) How it is integrated in Multi-national companies? Design thinking will help an individual to reframe their thought process, approach towards a problem and ways to deal with it. Empathy is one of the foremost tool in design thinking and this paper will create an understanding, its practice in marketing, human services and in creative fields like design, where design thinking is deep-rooted in empathy.

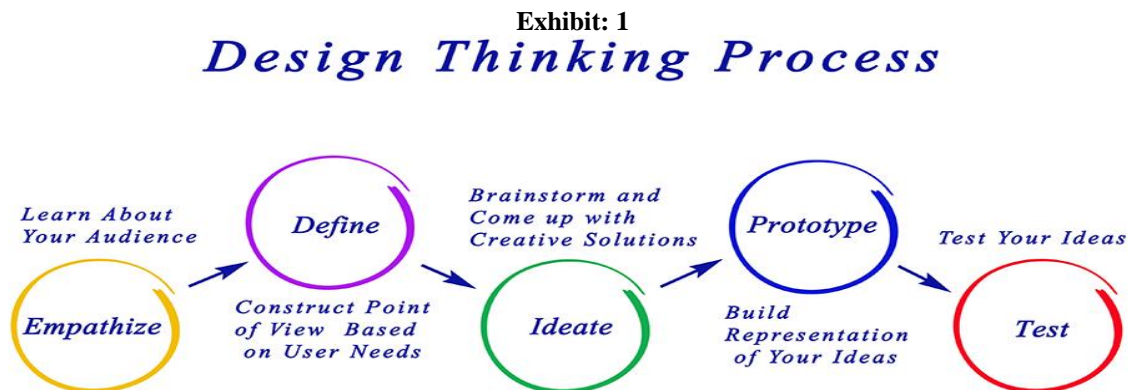
Keywords—Creativity, Design thinking, Empathy, Innovation, Strategy.

INTRODUCTION

Design thinking has gained momentum recently as a new buzzword in the business world. Design thinking is used in solving snags and in turn helps in change management as well. It is commonly used as a problem-solving approach, which helps in applying the combination of both creative and analytical thinking. Design thinking takes emotions as its main content, it receipts patrons needs into consideration and ascertains solutions to it. It is widely gaining its admiration in Software engineering and healthcare innovation. Design thinking scrutinizes both identified and mysterious aspect of the current situation in order to discover factors and propose alternative solutions which finally leads in fulfillment.

DESIGN THINKING PROCESS

The design process involves a magnitude of creativity but in a way that is restrained and guided by the process so that it is focused towards making a feasible, real-world elucidation to the design problem, meeting or exceeding the indicated intentions of the brief.



Empathise

The first phase is to understand and be empathetic towards the problem that is to be solved. This comprises of referring specialists to discover additional information about the problem by giving attention, engaging and sympathizing with people to comprehend their know-hows and drives, as well as submerging oneself in the physical environment to have a greater personal understanding of the disputes involved. Empathy is vital to a human-centred design process such as Design Thinking, and empathy permits design thinkers to set aside his or her own perception about the environment in order to gain insight into clients and their requirements.

Depending on time constraints, a substantial amount of information is gathered at this stage to use during the next stage and to develop the best possible understanding of the users, their needs, and the problems that underlie the development of that particular product.

Define

In this stage, the consolidation of information from the previous phase takes place. The observations will be explored and interpreted to describe the primary complications. The problem statement should be identified with a human – centered approach. In this phase it will support the designers to brainstorm more ideas that would help them to identify the attributes, purpose to solve the issue with least difficulty. This stage will further help them to continue to the next stage, Ideate, by interrogating many things that will allow them to find solutions to the problem.

Ideate

In this phase, the designers are prepared to give more ideas as they have identified the needs of their clients in the initial stage and in the next stage, they have interpreted that information which helps in identifying the problems with a human – centered approach. Here the designers are expected to “think outside the box” to bring in fresh solutions and analyze the problem in a different way. This phase will kindle the thought process of the designers, help them in examining the ideas and drive them towards the best solution.

Prototype

This phase is totally based on the experimentation method where the designers will have to test the prototype and come up with the best possible solution to all the snags identified in the previous phases. The elucidations should be applied and explored within the prototypes. Based on the user’s know-hows, the solution can either be accepted, developed or forbidden. Now at this stage the design team will be in a better position to understand the various challenges that is in-built and helps in forecasting the behaviour of the clients.

Test

The designers will test all the solutions and identify the best solution. The final solution will also be redefined as the main aim of this design process is to think and approach the problem in different ways and analyze the way how people think, perform and the main theme behind is to empathize.

DESIGN THINKING AND INNOVATION

Design thinking and innovation go hand in hand, as innovation is nothing but creativity and design thinking is all about solving all the multi-faceted problems in different perspective that is “thinking out of the box”

Stanford’s Rolf Faste stretched on McKim’s Contribution towards design thinking. He demarcated and disseminated the conception of “Design Thinking”, which is a technique of innovative action. In simple words, Design Thinking is a recognized way aimed at real world, creative way of solving complex problems, with the determination to improvise the imminent outcome. It is an approach to bring all your ideas into actualization.

Design Thinking tries to stimulate the vital component of creativeness, the capability to take an intangible idea and construct something out of it. It’s created upon the ultimate trust that a deficient and unrealized idea has an equal opportunity to be transformed as a realistic model through design thinking. Empathy is an important tool and it is demonstrated through a sequence of actions, which tries to generate an understanding of how the idea will finally be expended. This can be prepared by role – play, brainstorming sessions.

Design Thinking - A Strategy for Innovation and Creativity

IN GENERAL, DESIGN THINKING IS MOST POWERFUL WHEN

- The problem is not clear
- Through reimagining the character of people
- Discovering solution through feedback
- Risk is involved.

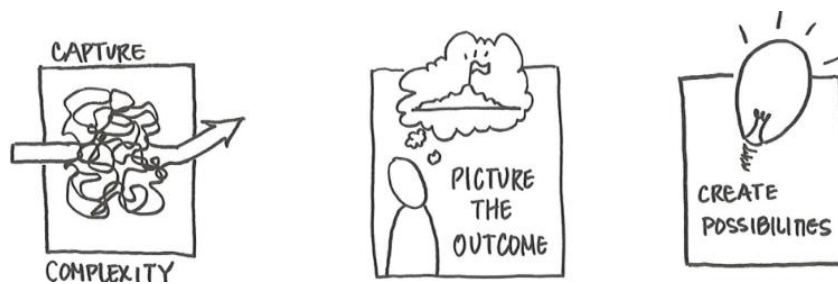
Design thinking integrates essential consumer expectations in depth and quick prototyping, all intended at receiving beyond the expectations that block actual results. Design thinking is fundamentally positive, productive, and practical. It looks into the wants of the individuals who will devour a product or service and the infrastructure that permits it.

Industries are implementing design thinking since it assists them to be further creative, better differentiate their brands, and bring their products and services to market quickly. Non-profits organizations are starting to practice design thinking as well as to provide better solutions to communal problems. Design thinking stimulates high-impact solution more from the bottom level rather than the upper level.

VISUALIZATION – AN IMPORTANT PART OF DESIGN THINKING

Visualization is the conversion of data into visuals which the mind can easily read. It is all about accumulating ideas into a convincing story that can produce an intense visual in your mind. It helps remove obscurity. It works beyond the language, it is not about depiction but it helps individual in visual thinking. It makes ideas real and concrete. Visual thinking aids the other part of the brain play and it has become a powerful exercise.

Exhibit: 2



Source: <https://www.linkedin.com/pulse/importance-visualisation-design-thinking-rizan-rizvi>

Visualization aids to contemplate through images. It helps to convey information that are untold in the conversation. It creates a commitment in the mind of the individual when they do the visualization and helps in reminding oneself about their dream.

DESIGN THINKING FOR ORGANIZATIONS

Design thinking assists in shifting the organizations into customer centric and collective. It helps the organization to measure cultural measures, financial measures and product quality measures.

Travis Lowdermilk, a senior UX designer at Microsoft, describes how his team used design thinking to bring a new perspective to the company's Cloud and Enterprise division "It's definitely about listening to our customers. We're doing a lot of user-centered design now, as every company is. ... Understanding people and understanding their problems is a ... core component to that, but then also having this rich, ongoing conversation with them to get as sharp of a picture as to the nuances of those problems, so that we can deliver a solution that's ... right on point".

In Coca-Cola, the human resource department and the Design thinkers group worked together to discover the Coca-Cola Global business services eco –system and chances for refining services and design and to improvise the customer journey.

IBM has recruited more than 1000 professional designers to train their employees in design thinking. Design thinking is practiced in IBM for corporate culture renovation. Their walls are with designs, text and post-it notes which became a place for "idea display".

DESIGN THINKING FOR EDUCATORS

Design thinking can be incorporated in education by focusing on the following;

- Lead with empathy
- Challenge assumptions
- Make experiments happen
- Share your process.

CONCLUSION

Design thinking can be useful across all industries. Design thinking have a very long way to go and it is a transformational tool which will be applied in all places within a decade. Design thinking can be rooted in the organizational culture and the change can be made eventually.

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WEB LINKS

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